



Business Basics: Build a Marketing Calendar

Dan's Corner



Start with the Business Basics: Did you build a marketing calendar for the year?

HAPPY NEW YEAR! As you look to implement your marketing plan for the year; a marketing calendar will help you to NOT chase those shiny objects .

A marketing calendar is an essential tool to strategically plan and execute a marketing plan throughout the year. The calendar offers numerous benefits, including improved organization, better resource allocation, and increased consistency in messaging.

One of the primary advantages of a marketing calendar is organization. By having a clear outline of marketing activities, businesses can avoid last-minute rushes and ensure that campaigns are well thought out and effectively executed, avoid those cool sounding marketing gimmicks. This helps in maintaining a steady flow of promotions and prevents overlapping efforts that could overwhelm the audience.

Another key benefit is efficient resource allocation. A well-structured marketing calendar allows businesses to allocate budgets, personnel, and time efficiently. This ensures that all marketing efforts are adequately funded and staffed without unexpected financial strain. It also provides an opportunity to align marketing activities with seasonal trends, industry events, and key sales periods.

Consistency in messaging is another important advantage of using a marketing calendar. A structured plan ensures that branding and messaging remain cohesive across different platforms such as social media, email marketing, and advertising. This consistency helps in building brand recognition and trust among customers.

Finally, a marketing calendar allows businesses to track their performance and make data-driven decisions. By reviewing past activities and results, businesses can identify successful strategies and areas for improvement, leading to more effective future campaigns.

By implementing a marketing calendar, businesses can create a roadmap for their marketing strategies, ensuring consistent engagement, strategic spending, and improved results.

Check in next month as we introduce the use of Artificial Intelligence in marketing.

Sample Marketing Calendar Below

Month	Advertising Buys	Social Media	Email Marketing	Quarterly Events	Marketing Budget
January	New Year Promotions	Weekly posts	Customer welcome email	Winter Sale Event	\$\$
February	Valentine's Campaign	Weekly posts	Product highlights		\$\$
March	Spring Collection Ads	Daily engagement	Seasonal offers	Spring Open House	\$\$
April	Digital Ad Push	Weekly posts	Customer testimonials		\$\$
May	Mother's Day Ads	Weekly posts	Holiday gift guides		\$\$
June	Summer Sale Ads	Daily engagement	Mid-year updates	Summer Customer Appreciation	\$\$
July	Independence Day Ads	Weekly posts	Special discounts		\$\$
August	Back-to-School Campaign	Weekly posts	Education-themed offers		\$\$
September	Fall Collection Launch	Daily engagement	Customer surveys	Fall Product Showcase	\$\$
October	Halloween Ads	Weekly posts	Special promotions		\$\$
November	Black Friday/Cyber Monday	Daily engagement	Holiday prep offers		\$\$
December	Holiday Gift Campaign	Weekly posts	Year-end recap	Holiday Customer Event	\$\$
Annual Spend					\$\$